

The Pinnacle Corporation

Partners and Associations – March 13, 2018



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What we do

Pinnacle delivers products that drive traffic and increase profits, while helping retailers retain consumer loyalty and enhancing labor efficiency. Nationwide, Pinnacle's products and services are used daily in convenience outlets to improve their store operations and extend the brand of retailers through the ever-increasing mobile landscape.

Point of Sale



Pinnacle's Point of Sale (POS) is not just a cash register, it is a complete suite of point of sale centric solutions that enables more point of purchase and consumer facing benefits than any other point of sale on the market. Pinnacle's POS includes an array of hardware options and payment networks support. Remote management tools enable fast, remote configuration changes from a web browser that provides instant access to sales, operations, and loss prevention data for home office and remote users.

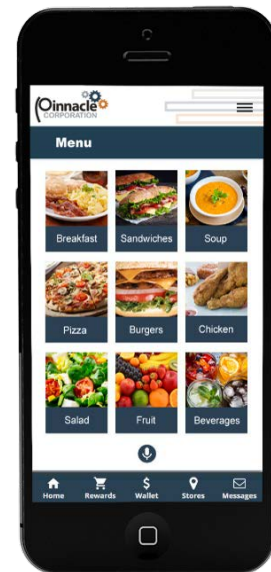
Loyalty and Mobile

Pinnacle's Loyalty is a complete suite of consumer focused tools to make average customers good and good customers better. Not just an after the fact discount program, Pinnacle's Loyalty suite has a combination of features that will appeal to the majority of your customers.

Pinnacle's Affiniti Mobile™ Cloud Solutions include applications for the consumer as well as for the corporate staff.

With a retailer branded consumer app, you will find solutions to drive loyalty and extend your reach, communicate with your customers via messages and notifications, and introduce your made-to-order food programs to them via the food ordering module and Kitchen Display System, as well as Consumer Facing Kiosk.

With the corporate applications, your staff can also take advantage of the Affiniti Mobile Cloud platform to extend relevant data to them wherever they are, be it their desk or while on the road.



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Partner Program

Each of Pinnacle's partnerships is customized with the specific goals and opportunities of each party in mind. Some of the components commonly secured through a Pinnacle business relationship agreement include:

- ✓ Software developers kit
- ✓ Access to Pinnacle software and early release software updates
- ✓ Discounted lab equipment
- ✓ Access to Pinnacle's lab and testing facilities
- ✓ Testing and certification programs
- ✓ User and technical training
- ✓ Technical documentation
- ✓ Joint marketing programs
- ✓ Inclusion in sales collateral
- ✓ Custom software integration projects
- ✓ Participation in Pinnacle client and marketing events.

Please contact us directly if you are a technology solutions provider in our industry and are interested in more information about becoming a Pinnacle partner.



Back Office and Loyalty Programs

Palm POS supports the following back office and loyalty systems.

| Company Name | Type | Technology | Website |
|-----------------------|---------------------------------------|--|---|
| AgTrax | Back Office | Conexus NAXML for scanning and polling EOD summary data | http://agtrax.com |
| Apex BOS (Agris) | Back Office | Conexus NAXML for scanning and polling EOD summary data | https://www.apexbos.com/ |
| AgVantage | Back Office | Conexus NAXML for scanning and polling EOD summary data | http://www.agvantage.com/ |
| CMI Solutions | Back Office | Conexus NAXML for scanning and polling EOD summary data | http://www.cmisolutions.com/ |
| DC&H | Back Office | Conexus NAXML for scanning and polling EOD summary data | http://www.dcandhinc.com/ |
| Ecliptic Technologies | Back Office | Conexus NAXML for scanning and polling EOD summary data | http://www.enablecstore.com/ |
| Oakland Corp. | Back Office | Conexus NAXML for scanning and polling EOD summary data | http://www.oaklandcorp.com/ |
| Patron Points | Loyalty and loyalty services | Pinnacle proprietary Loyalty Network Interface Module | www.patronpoints.com |
| PDI | Back Office and Business Intelligence | Conexus NAXML for scanning and polling EOD summary data, also supports PJR transaction data feed | www.profdata.com |
| Red River | Back Office | Conexus NAXML for scanning and polling EOD summary data | www.redriversoftware.com |
| iRely | Back Office | Conexus NAXML for scanning and polling EOD summary data | www.irley.com |

Payment Processing

Palm POS supports the following payment processing companies.

| Company Name | Type | Website |
|-------------------|--------------------------------------|--|
| 3T Solutions Inc. | Money order processing | www.3tsolutions.com |
| Alon Brands | Payment processing, through WorldPay | www.alonbrands.com |



| | | |
|----------------------------------|--|--|
| Bluefin Payment Systems | Point to Point encryption with NBS and Ingenico OnGuard | www.Bluefin.com |
| Cenex | Payment processing, major oil network support | www.cenex.com |
| Citgo | Payment processing, major oil network support through Heartland | www.citgo.com |
| Coinstar | Gift and prepaid cards | www.coinstar.com |
| Commercial Fueling Network (CFN) | Payment processing | www.cfnnet.com |
| ConocoPhillips | Payment processing, major oil network support | www.conocophillips.com |
| ePay/Payspot | Gift and prepaid cards | www.epayworldwide.com |
| ExxonMobil | Payment processing, major oil network support | www.exxonmobil.com |
| FirstData | Payment processing | www.firstdata.com |
| Gulf Oil | Payment processing, major oil network support through FirstData | www.gulfoil.com |
| Heartland Payment Systems | Payment processing | www.HeartlandPaymentSystems.com/Petroleum |
| Incomm | Gift and prepaid cards | www.incomm.com |
| Moneygram International Inc. | Money order processing | www.moneygram.com |
| National Bankcard Services | Payment processing | www.nbs-inc.com |
| Sunoco | Payment processing, major oil network support (using the Verifone Commander-e) | www.sunoco.com |
| WorldPay | Payment processing | www.worldpay.us |
| Zamco | Check Processing | www.zamcodataservices.com |
| ZipLine | ACH Payments | www.zipline.biz |

Security and PCI

Palm POS is a PCI validated and PA-DSS certified product, in partnership with the following companies.

| Company Name | Type | Website |
|------------------------------|----------------------------------|--|
| CarbonBlack | Bit9 security, whitelisting | www.bit9.com |
| Coalfire Systems | PCI Auditor | www.coalfire.com |
| ControlScan | Networking and Security Services | www.controlscan.com |
| FireKing Security Group | DVR software | www.fireking.com |
| Gulfcoast Software Solutions | DVR software | www.gulfcoastsecurity.com |
| Omega | Networking and Security Services | www.omegasecure.com |



Fuel Control and Management Systems

Palm POS supports the following fuel controllers integrated with most dispensers in the field, as well as these fuel management systems using the Connexus NAXML standard for fuel price updates.

| Company Name | Type | Website |
|-------------------------|---------------------------------------|--|
| Allied Electronics Inc. | NexGen and Aegis fuel controllers | www.alliedelectronics.com |
| Kalibrate Technologies | Fuel management system, price updates | www.kalibrate.com/ |
| PriceAdvantage | Fuel management system, price updates | www.priceadvantage.com |
| Wayne Fueling Systems | Fusion (ExxonMobil) | www.wayne.com |

General POS Hardware and Peripherals

Palm POS supports the following hardware devices integrated with the POS terminal. When purchasing POS unit hardware from Pinnacle, we will manage getting all hardware devices and peripherals ordered for you along with your software licenses.

| Company Name | Type | Website |
|-----------------|---|---|
| Datalogic | Gryphon 2D Scanner | www.datalogic.com |
| Epson | Receipt printer | www.epson.com |
| GTech | Lottery (New York) | www.gtech.com |
| Ingenico | Telium isc 250 and isc 480 PINPads | www.ingenico.com |
| MMF Cash Drawer | Cash drawer | http://www.mmfpos.com |
| Telequip | Coin dispenser | www.telequip.com |
| UTC Retail | POS all-in-one unit, 2190 and 3190 models | www.utcretail.com |

ASC Program Partners

Palm POS is sold and supported via two different channels: (1) Direct from Pinnacle for retail chains of 5+ locations; and (2) through a dealer network for retailers with <5 locations. The dealer network via the ASC Program of certified technicians was implemented in late 2017 and is expected to continuing growing at a rapid pace, as Pinnacle's POS offering is a cost-effective, feature-rich alternative to its competitors. If you are interested in learning more about the ASC Program please visit our website: <http://www.pinnacorp.com/asc-program/>.

| Company Name | Type | Website |
|----------------------------|---|--|
| Minnesota Petroleum | ASC Partner, Certified Technicians, Sales and Support | www.mnpetro.com |
| Petroleum Support Services | ASC Partner, Certified Technicians, Sales and Support | www.arpetroleum.com |
| Valley Petroleum Equipment | ASC Partner, Certified Technicians, Sales and Support | www.valleypetroleum.com |



Association and Strategic Partnerships

Pinnacle is 100% focused on the convenience and petroleum industry and since its inception has been involved with organizations that support this space.

| Company Name | Type | Website |
|--------------------------------|--|---|
| Conexus | A non-profit, member-driven technology organization dedicated to the development and implementation of standards, technologies innovation and advocacy for the convenience store and petroleum market | www.conexus.org |
| Impact 21 Group | A global consulting, analytics, and services company, focused on end-to-end business and technology services and solutions for the petroleum/convenience, retailing, refining, and foodservice industries. We guide our clients toward solutions that drive success and achieve differentiation in the markets they serve. | http://impact21.com/ |
| Microsoft | As a Gold Certified partner, Pinnacle has demonstrated expertise with Microsoft technologies and proven ability to meet customers' needs. Microsoft Gold Certified Partners receive a rich set of benefits, including access, training and support, giving them a competitive advantage in the marketplace. | https://www.microsoft.com/en-us/ |
| NACS | NACS advances the role of convenience stores as positive economic, social and philanthropic contributors to the communities they serve. | www.convenience.org/ |
| PCI Security Standards Council | The PCI Security Standards Council is a global open body formed to develop, enhance, disseminate and assist with the understanding of security standards for payment account security. | www.pcisecuritystandards.org |

